

**STATE OF CALIFORNIA  
AGRICULTURAL LABOR RELATIONS BOARD**

**BOARD MEETING MINUTES**

**Board Conference Room  
915 Capitol Mall  
Sacramento, CA 95814**

February 7, 2001

Time - 2:00 p.m.  
Members Present - Chairwoman Shiroma; Board Members  
Richardson and Barrios.  
Staff Present - Executive Secretary Barbosa; Board  
Counsel Starkey; Analyst Massie; Board  
Staff Torres.  
Others Present - General Counsel Turner  
Absent -

**OPEN SESSION**

Board met with Mr. Al Grosby formerly of Entravision and now working as an independent. He gave a presentation on outreach and handed out a report on how we can implement outreach for farmworkers as discussed in our Needs Assessment report. He suggested use of the radio media throughout the state of California during peak seasons. He suggested vans to promote locations and phone numbers of nearest ALRB offices. This can be done by passing out materials with the information printed on it, e.g. cups, pens, etc. He also suggested we participate at different functions that come during the year, e.g. Cinco de Mayo, La Familia Festival, local county or state fairs, etc.

Board discussed Cesar Chavez Day. Member Barrios said she was talking with a state agency that handles legal holiday festivities and she will circulate the information when she receives it.

**MEETING ENDED AT 3:30 p.m.**